

[0009] Where call centers are provided, and especially in instances where call centers are provided by third parties (typically dedicated call center providers), it can be particularly difficult to maintain proper association between online activities (e.g., on a website), and subsequent offline activities (e.g., after a call has been placed to a call-in number). Indeed, such difficulties cause loss of attribution between online advertising efforts and transactions that are completed offline. Additionally, it becomes difficult for businesses to know the cause of failed transactions and whether to direct remedial efforts to online or offline aspects of the sales process.

[0010] As disclosed in the related application Ser. No. 14/538,685, systems and methods have been developed that utilize an identifier other than a call-in phone number to link a customer's phone call to the customer's online activities. Such systems and methods extend the functionality of previous call tracking efforts to improve the customer management experience and to better use the assets of the advertiser in reaching its customers. The current systems and methods further extend the technologies discussed in the related application to better manage client relations to increase the effectiveness of advertising campaigns, to increase the conversion rate of customers after they reach a call center, and to increase the data available to companies about their customers and potential customers.

SUMMARY OF THE INVENTION

[0011] Implementation of the invention provides systems, methods, computer systems, and computer-readable code for implementing methods for client relation management in which fewer call-in numbers need to be maintained. The smaller pool of call-in numbers can be reused with additional web users more quickly because the system provides methods by which users who delay calling in to a call-in number until after the call-in number has been reassigned can still be associated with or linked to their earlier online activity. The system maintains associations between the call-in number and earlier online sessions and the associations can be used by call center representatives in an interactive process with callers to the call-in number to properly identify among the potential online sessions.

[0012] According to implementations of the invention, a method for client relation management, which may be performed by a computer system such as a server computer system, includes steps of serving web pages relating to sale of a product or service, the web pages each including a call-in number, each call-in number being uniquely assigned to a served web page served to a first end user for a period of time before being released for use in being served to a served web page served to a second end user, associating user website activity of the first end user with a first call-in number in a first data structure maintained by the server system, associating user website activity of the second end user with the first call-in number in a second data structure maintained by the server, receiving notification of receipt of a call to the first call-in number, delivering the first data structure and the second data structure to a call center representative handling the call to the first call-in number, such that the representative can correctly identify whether a caller to the first call-in number is the first end user or the second end user, and associating the caller with the appropriate data structure among the first data structure and the second data structure.

[0013] The first data structure and the second data structure may be just two of a plurality of data structures maintained by the system associated with the first call-in number and the method may further entail providing more than two data structures to the call center representative for identification of the appropriate data structure. The method may include a step of receiving information relating to an automatic number identification (ANI) of the call to the first call-in number and using the information relating to the ANI of the call to select among available data structures for delivery to the call center representative. The method may include a step of receiving information relating to a geographical location of the caller to the first call-in number and using the information relating to the geographical location of the caller to select among available data structures for delivery to the call center representative. The method may include a step of using the association of the caller with the appropriate data structure to link the call to the first call-in number to an online advertising campaign.

[0014] Implementation of the invention provides systems, methods, computer systems, and computer-readable code for implementing methods for client relation management in which fewer call-in numbers need to be maintained. According to implementations of the invention, a method for client relation management, which may be performed by a computer system such as a server computer system, preserves a more-complete record of online and offline interactions of a customer with systems provided by a plurality of service providers. The method includes steps of associating a session identifier (SID) with a customer upon interaction of the customer with a website provided by a first service provider and providing the SID to the first service provider over a network connection. The method also includes steps of receiving website interaction information from the first service provider over the network connection and associating the website interaction information from the first service provider with the SID in a data structure of the server system. The method further includes steps of receiving and facilitating handling of an incoming call from the customer at a call-in number at a call center maintained by a second service provider, whereby information associated with the call-in number is used to associate the incoming call with the SID from the data structure of the server system, creating a record of an offline interaction between the customer and an agent of the call center, and associating the record of the offline interaction with the SID, whereby a more-complete record of the customer's online interaction with the website provided by the first service provider and of the customer's offline interaction with the call center is accessible in the data structure of the server system.

[0015] Access to the more-complete record of the customer's online interaction with the website and of the customer's offline interaction with the call center may be provided to the first service provider. Access to a summary of the customer's offline interaction with the call center may be provided to the first service provider. Access to a summary of the more-complete record of the customer's online interaction with the website and of the customer's offline interaction with the call center may be provided to the first service provider.

[0016] The incoming call from the customer at the call-in number may be associated with the SID based on unique and temporary assignment of the call-in number to the website provided by the first service provider during display of the